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JAPANESE PATENT OFFICE

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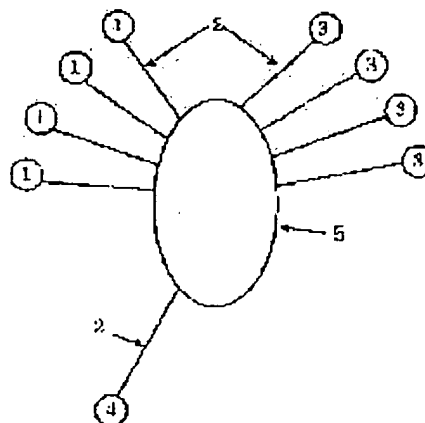
SUZUKI TAKESHI

(54) ELECTRONIC CATALOG SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To enable a commodity provider to freely and easily open a home pages and register a catalog of commodities, and to enable general consumers to speedily and efficiently retrieve a catalog by allowing an electronic catalog introducer to administer the general consumers and the commodity provider together.

SOLUTION: This system consists of the electronic catalog provider 1, general consumer 3, and electronic catalog introducer (mall site) 4. The mall site is a main mall site serving as a window for the general consumers 3 and electronic catalog provider 1 and the internet 5 is a general mall site which manages electronic catalogs. Then an electronic catalog data base and a member list data base are provided. The member list data base manages the electronic



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catalog provider 1 and general consumers 3. This data base is an answer history data base. This answer history data base is used to analyze to habits and tastes of the general consumers 3, and efficient commodity introducing service is provided for the consumers 3.

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